WHAT IS CLAIMED IS:

1. A method for building an itinerary, comprising:

receiving one or more consumer descriptors at a consumer agent operating on behalf of a consumer;

identifying a plurality of recommended services from a plurality of services using a service agent operating as a service finder, the recommended services identified in accordance with the one or more consumer descriptors, each service of the plurality of services associated with a service description;

presenting a timeline and the recommended services;

repeating the following until a selection of one or more service offerings has been completed to build an itinerary of one or more events:

determining a selection of a service offering of the recommended services as an event for the itinerary, the service offering selected using the timeline;

indicating one or more available times of the selected service offering; and

determining a selection of an available time of the one or more available times of the selected service offering, the available time selected using the timeline.

2. The method of Claim 1, wherein identifying the recommended services from the services using the service agent further comprises:

comparing the service descriptions with the one or more consumer descriptors comprising a consumer requirement; and

identifying the recommended services in accordance with the comparison.

3. The method of Claim 1, wherein identifying the recommended services from the services using the service agent further comprises:

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information; and

identifying the recommended services in accordance with the prioritization.

4. The method of Claim 1, wherein identifying the recommended services from the services using the service agent further comprises:

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information, the compatibility metric being weighted higher than the proximity metric, the proximity metric being weighted higher than the evaluation metric; and

identifying the recommended services in accordance with the prioritization.

5. The method of Claim 1, wherein determining the selection of the available time of the one or more available times of the selected service offering further comprises:

indicating an offered timeframe substantially during which the selected service offering is offered;

receiving a selection of the selected service offering substantially within the offered timeframe; and

indicating the one or more available times of the selected service offering substantially within the offered timeframe.

6. The method of Claim 1, wherein determining the selection of the service offering of the recommended services as an event for the itinerary further comprises detecting that the service offering has been placed in the timeline.

7. The method of Claim 1, wherein receiving the selection of the available time further comprises detecting that the service offering has been placed at a time corresponding to the available time.

8. The method of Claim 1, wherein the timeline comprises a fuzzy timeline undivided by a plurality of fixed time segments.

9. A system for building an itinerary, comprising:

a database operable to store one or more consumer descriptors associated with a consumer; and

one or more agents coupled to the database and operable to:

identify a plurality of recommended services from a plurality of services using a service agent operating as a service finder, the recommended services identified in accordance with the one or more consumer descriptors, each service of the plurality of services associated with a service description;

present a timeline and the recommended services;

repeat the following until a selection of one or more service offerings has been completed to build an itinerary of one or more events:

determine a selection of a service offering of the recommended services as an event for the itinerary, the service offering selected using the timeline;

indicate one or more available times of the selected service offering; and

determine a selection of an available time of the one or more available times of the selected service offering, the available time selected using the timeline.

10. The system of Claim 9, wherein the one or more agents are operable to identify the recommended services from the services using the service agent by:

comparing the service descriptions with the one or more consumer descriptors comprising a consumer requirement; and

identifying the recommended services in accordance with the comparison.

11. The system of Claim 9, wherein the one or more agents are operable to identify the recommended services from the services using the service agent by:

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information; and

identifying the recommended services in accordance with the prioritization.

12. The system of Claim 9, wherein the one or more agents are operable to identify the recommended services from the services using the service agent by:

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information, the compatibility metric being weighted higher than the proximity metric, the proximity metric being weighted higher than the evaluation metric; and

identifying the recommended services in accordance with the prioritization.

13. The system of Claim 9, wherein the one or more agents are operable to determine the selection of the available time of the one or more available times of the selected service offering by:

indicating an offered timeframe substantially during which the selected service offering is offered;

receiving a selection of the selected service offering substantially within the offered timeframe; and

indicating the one or more available times of the selected service offering substantially within the offered timeframe.

14. The system of Claim 9, wherein the one or more agents are operable to determine the selection of the service offering of the recommended services as an event for the itinerary by detecting that the service offering has been placed in the timeline.

15. The system of Claim 9, wherein the one or more agents are operable to receive the selection of the available time by detecting that the service offering has been placed at a time corresponding to the available time.

16. The system of Claim 9, wherein the timeline comprises a fuzzy timeline undivided by a plurality of fixed time segments.

17. Logic for building an itinerary, the logic embodied in a computer-readable medium and operable to:

receive one or more consumer descriptors at a consumer agent operating on behalf of a consumer;

identify a plurality of recommended services from a plurality of services using a service agent operating as a service finder, the recommended services identified in accordance with the one or more consumer descriptors, each service of the plurality of services associated with a service description;

present a timeline and the recommended services;

repeat the following until a selection of one or more service offerings has been completed to build an itinerary of one or more events:

determine a selection of a service offering of the recommended services as an event for the itinerary, the service offering selected using the timeline;

indicate one or more available times of the selected service offering; and

determine a selection of an available time of the one or more available times of the selected service offering, the available time selected using the timeline.

18. The logic of Claim 17, operable to identify the recommended services from the services using the service agent by:

comparing the service descriptions with the one or more consumer descriptors comprising a consumer requirement; and

identifying the recommended services in accordance with the comparison.

19. The logic of Claim 17, operable to identify the recommended services from the services using the service agent by:

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information; and

identifying the recommended services in accordance with the prioritization.

20. The logic of Claim 17, operable to identify the recommended services from the services using the service agent by:

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information, the compatibility metric being weighted higher than the proximity metric, the proximity metric being weighted higher than the evaluation metric; and

identifying the recommended services in accordance with the prioritization.

21. The logic of Claim 17, operable to determine the selection of the available time of the one or more available times of the selected service offering by:

indicating an offered timeframe substantially during which the selected service offering is offered;

receiving a selection of the selected service offering substantially within the offered timeframe; and

indicating the one or more available times of the selected service offering substantially within the offered timeframe.

22. The logic of Claim 17, operable to determine the selection of the service offering of the recommended services as an event for the itinerary by detecting that the service offering has been placed in the timeline.

23. The logic of Claim 17, operable to receive the selection of the available time by detecting that the service offering has been placed at a time corresponding to the available time.

24. The logic of Claim 17, wherein the timeline comprises a fuzzy timeline undivided by a plurality of fixed time segments.

25. A system for building an itinerary, comprising:

means for receiving one or more consumer descriptors at a consumer agent operating on behalf of a consumer;

means for identifying a plurality of recommended services from a plurality of services using a service agent operating as a service finder, the recommended services identified in accordance with the one or more consumer descriptors, each service of the plurality of services associated with a service description;

means for presenting a timeline and the recommended services;

means for repeating the following until a selection of one or more service offerings has been completed to build an itinerary of one or more events:

determining a selection of a service offering of the recommended services as an event for the itinerary, the service offering selected using the timeline;

indicating one or more available times of the selected service offering; and

determining a selection of an available time of the one or more available times of the selected service offering, the available time selected using the timeline.

26. A method for building an itinerary, comprising:

receiving one or more consumer descriptors at a consumer agent operating on behalf of a consumer;

identifying a plurality of recommended services from a plurality of services using a service agent operating as a service finder, the recommended services identified in accordance with the one or more consumer descriptors, each service of the plurality of services associated with a service description, the recommended services identified by:

comparing the service descriptions with the one or more consumer descriptors comprising a consumer requirement;

identifying the recommended services in accordance with the comparison;

receiving prioritization information associated with the services, the prioritization information comprising at least one of a compatibility metric, a proximity metric, and an evaluation metric for a service, the compatibility metric measuring compatibility of the service and the one or more consumer descriptors, the proximity metric measuring the distance between the service and a consumer location of the consumer, the evaluation metric measuring at least one of a popularity and a rating of the service;

prioritizing the services in accordance with the prioritization information, the compatibility metric being weighted higher than the proximity metric, the proximity metric being weighted higher than the evaluation metric; and

identifying the recommended services in accordance with the prioritization and the comparison;

presenting a timeline and the recommended services, the timeline comprising a fuzzy timeline undivided by a plurality of fixed time segments;

repeating the following until a selection of one or more service offerings has been completed to build an itinerary of one or more events:

determining a selection of a service offering of the recommended services as an event for the itinerary, the service offering selected using the timeline, the selection of the service offering determined by detecting that the service offering has been placed in the timeline;

indicating one or more available times of the selected service offering, the one or more available times indicated by:

indicating an offered timeframe substantially during which the selected service offering is offered;

receiving a selection of the selected service offering substantially within the offered timeframe;

indicating the one or more available times of the selected service offering substantially within the offered timeframe; and

determining a selection of an available time of the one or more available times of the selected service offering, the available time selected using the timeline, the selection of the available time determined by detecting that the service offering has been placed at a time corresponding to the available time.